

**RTRX2024**  
Priming Optimists  
for Action

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**PARTNER WITH US  
AS A SPONSOR**

Join like-minded business and community leaders to inspire, educate and empower your team.

Leverage the multi-day learning and development experience to grow your business, your team and your culture.

Take advantage of the opportunity to hear from world-class speakers, participate in cutting-edge thought leadership workshops, and gain exposure to other businesses and industries. Select opportunities aligned with your brand to create a custom experience for your team.

### ABOUT RTRX

**Priming Optimists for Action.** Founded in 2012, we are a movement mobilizing businesses and individuals to create a better, brighter future through a focus on leadership, innovation and well-being. Our annual experience is held the first week of August in Columbus, Ohio, adjacent to Pelotonia's Ride Weekend and brings thousands of industry leaders, bold entrepreneurs, and other forward-thinkers together at the intersection of leadership, innovation and well-being. Attendees are inspired by world-class speakers, and connect, learn and collaborate to advance team culture, grow leadership skills, and unlock new business opportunities ... all while benefiting innovative cancer research. We do good while doing business.

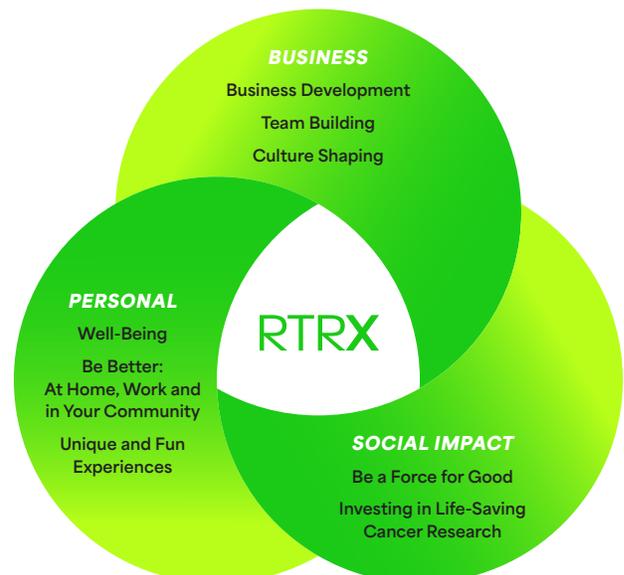
### OUR VISION

We believe that together we can solve seemingly unsolvable problems in our businesses, our communities and our world.

### OUR BUSINESS MODEL

The RTRX business model enables us to invest **100 percent of our profits** in Pelotonia's life-saving cancer research.

## BUILDING AT THE INTERSECTION OF LEADERSHIP, INNOVATION AND WELL-BEING.





RTRX is not only making an impact by creating conversations and providing experiences that will change how people live their lives and lead their businesses, but also by investing their profits into innovative cancer research. The experience celebrates and develops a spirit of optimism and action that is unique and such a gift to attendees. I highly recommend RTRX to businesses from across the globe who are looking for more. They will find it — and then some at RTRX.

**DANNY MEYER**

FOUNDER OF UNION SQUARE  
HOSPITALITY GROUP & SHAKE SHACK

## SCHEDULE

### Tuesday, July 30

Welcome Party

### Wednesday, July 31

- AM** Wellness Activities
- AM** Mainstage Programming at *Kemba Live!*
- PM** Masterclass Workshop Sessions
- PM** Happy Hour

### Thursday, August 1

- AM** Wellness Activities
- AM** Mainstage Programming at *Kemba Live!*
- PM** Masterclass Workshop Sessions
- PM** Happy Hour

### Friday, August 2

- AM** Masterclass Workshop Session
- PM** Team RTRX Bike Pick-Up
- PM** Pelotonia's Opening Ceremony

### Saturday & Sunday, August 3-4

Pelotonia's 2024 Ride Weekend

**\$7M**

INVESTED IN  
INNOVATIVE CANCER  
RESEARCH

**3,700**

ATTENDEES SINCE  
OUR INCEPTION,  
717 ATTENDEES  
IN 2023

**COLLEGE  
STUDENTS TO  
C-SUITE EXECUTIVES**

65% OF ATTENDEES  
ARE C-SUITE  
AND ABOVE

**28**

STATES  
REPRESENTED

HOSPITALITY  
HEALTHCARE  
TECHNOLOGY  
PRIVATE EQUITY  
NON-PROFIT  
DESIGN  
LEGAL  
REAL ESTATE  
FINANCIAL SERVICES  
RETAIL

KEY INDUSTRIES  
REPRESENTED

*Aimbridge Hospitality*  
*Blocktrain*  
*Cameron Mitchell Restaurants*  
*Columbus Partnership*  
*Commerce Bank*  
*COSI*  
*Deloitte*  
*Edwards Companies*  
*Elford Construction*  
*Eli Lilly and Company*  
*Fifth Third Bank*  
*First American Title Insurance Company*  
*Focus Brands*  
*Gilbane*  
*Hilton*  
*HRI Hospitality*  
*Huntington*  
*HVMG*  
*IGS Energy*  
*InnoSource*  
*JPMorgan Chase*  
*Kaufman Development*  
*Marriott*  
*M/I Homes, Inc.*  
*The Ohio State University*  
*OSUCCC-James*  
*Makeready*  
*Pelotonia*  
*Rockbridge*  
*Wyndham Hotels & Resorts*

SELECTION OF  
COMPANIES REPRESENTED

## SPONSORSHIP LEVELS

### Benefits

	CURATOR \$5,000	PARTNERSHIP \$10,000	LEADERSHIP \$15,000	PRESIDENTIAL \$25,000	DIFFERENCE MAKER \$50,000
RTRX Credentials	2	4	6	8	10
Logo on Website	●	●	●	●	●
Logo in RTRX Materials	●	●	●	●	●
Inclusion in Press Release	×	●	●	●	●
Premiere Signage Recognition	×	×	●	●	●
Premiere Logo in RTRX Materials	×	×	●	●	●
Verbal Recognition at Event	×	×	×	●	●
Super Peloton Jersey Logo Placement (worn by 250+ riders, seen by 15,000+ on Ride Weekend)	×	×	×	●	●
Access to Exclusive Events during RTRX	×	×	×	×	●

POWERED BY

ROCKBRIDGE COLUMBUS PARTNERSHIP PELOTONIA®

CONTACT

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